leadconcepts
RESULTS | GUARANTEED

YOUR LIST IS THE CENTER OF YOUR MARKETING PROGRAM.

Turn your database of clients, inactive clients, and prospects into an organized, properly maintained, and ever-growing tool from which we drive leads for you.

WHAT IS INCLUDED:

PER MONTH

DATABASE MANAGEMENT

2 EMAILS SENT MONTHLY
One topical email / 1 Holiday or Floating option

1 LANDING PAGE
Based on the topical email

A WEEKLY REPORTING SCORECARD

Your Logo Here

Your Name Here

As your medical needs change, so might requirements of your Medicare pol...

- Have your prescriptions changed?
- Do you have questions about your Medicare policy?

Call or email us today and we can discuss your policy needs ensure you have the proper coverage.

Click to set a phone appointment with me

| Your Picture Here | Your Name Her... Your Address Here Your City, State and Z... Your Phone Number I... Your Email Address I... |

Helpful Information Links

EXTRA * EXTRA * EXTRA

TV Trivia
1. In *Bewitched*, what part of her body does Samantha twitch practice magic?
2. Every episode of *Seinfeld* contains an image or reference superhero?
3. Who shot J.R.?

Answers: 1. Nose 2. Superman 3. Kristin Shepard

Your Logo Here

Your Name Here

Happy 4th of July Independence Day! A day of Celebration

| Your Picture Here | Your Name Here Your Address Here Your City, State and Zip Here Your Phone Number Here |

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DATABASE LIST

With a client provided database list (that is viable or non-viable), we will email market for the dual purposes of client retention and also for add-on sales. Below is an outline for monthly costs:

A CLIENT PROVIDED VIABLE DATABASE	$250 MONTHLY

Send us your spreadsheet of clients and prospects. This will be the starting point from which we can grow. Price includes up to 1,000 contacts.

WITHOUT CLIENT PROVIDED VIABLE DATABASE ADDITIONAL	$500 ONE-TIME + $250 MONTHLY

In the case that your list is lacking email addresses, we can provide an additional service to add and verify email addresses so that you can reach a greater audience.

EMAIL MARKETING

A twice monthly email campaign with a landing page for the topical email push.

One of the emails will be topical to seniors. Most will seek add-on sales, although some will be topics of interest to seniors, such as advanced directives, online security and staying active.

The other email that will be sent out is related to a holiday during that month. These are just an opportunity for you to be in front of your targeted list as a reminder that you are there and available for them if needed. Every contact with your clients should not be an attempted sale. This tends to get old fairly quickly and people will start to either unsubscribe or just ignore your emails when they show up.

A **landing page** per month will also be provided to expound upon the content present within the topical email that will be sent to clients/prospects.